

Hair Care in Algeria

Market Direction | 2023-04-28 | 19 pages | Euromonitor

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Report description:

Price is having a strong impact on purchasing behaviour as economic difficulties continue in the aftermath of the pandemic and inflation pushes up the cost of living. Standard shampoos and 2-in-1 products are the most developed hair care categories in Algeria as these basic products are considered essential and are the most affordable options for most consumers. Salon professional hair care remains a niche in Algeria since they are an expensive product for the majority of consumers.

Euromonitor International's Hair Care in Algeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Hair Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
May 2023

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Shampoo and 2-in-1 products remain core products

Slower growth due to the economic uncertainty

Foreign brands enjoy strong recognition among Algerians

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